



**DATE:** August 21, 2017

**TO:** Thomas J. Bonfield, City Manager

**THROUGH:** Keith Chadwell, Deputy City Manager

**FROM:** Andre Pettigrew, Office of Economic & Workforce Development (OEWD)

**SUBJECT:** Contract with Made In Durham (MID) to Support Business Engagement for Youth

**Executive Summary**

This item has been prepared in order to complete a contract for service with Made In Durham (MID) to develop work-based learning opportunities for Durham youth and to support business engagement to develop career pathways. The contract is for \$100,000.00 over a one-year period.

**Recommendation**

The Office of Economic and Workforce Development (OEWD) recommends that City Council authorize the City Manager to execute a contract with Made In Durham (MID) to support business engagement for youth and to assist with the development of an education to work pipeline system for youth in an amount not to exceed \$100,000.00.

**Background**

MID is a non-profit corporation having formed a public-private partnership designed to build an education-to-career system to connect Durham youth and young adults to postsecondary credentials and economically rewarding work. It is an important member of OEWD’s Business Engagement Team.

**Issues/Analysis**

This contract is for funding that was approved by Council. MID is currently working in collaboration with OEWD, the Durham Public Schools, the Durham Technical Community College, and several alternative schools to develop internships and career exploration opportunities. The first internships started in the summer of 2015 and have continued through the summer of 2017.

If the proposed contract is approved, MID will be responsible for achieving the following goals as per the Statement of Work:

**GOAL 1:** Support internships, apprenticeships, and Work-Based Learning (WBL) for Durham youth.

**ACTIVITIES:**

- ▶ Partner with the Office of Economic and Workforce Development (OEWD), the Durham Public Schools (DPS), the Durham Technical Community College (DTCC), and area employers to ensure credentialing and employment opportunities.

- ▶ Partner with DPS to develop and implement a plan to provide a system of sequential career exploration and Work-Based Learning (WBL) for students from 9<sup>th</sup> through 12<sup>th</sup> grades. WBL will include career panels, career fairs, work site tours, job shadowing, and internships.
- ▶ Partner with OEWD to support the provision of internships for youth under the auspices of the Business Engagement Team (BET). Support DPS recommendations for students to engage in paid internships based on the sequential provision of WBL.

**GOAL 2:** Support reengagement of opportunity youth (youth who have dropped out of high school and are not employed or on a career path, aka disconnected youth).

**ACTIVITIES:**

- ▶ Ensure the success of disconnected youth through the MID *Durham Futures* collaborative. The collaborative includes five education partners as follows: 1) the Achievement Academy of Durham, 2) Gateway to College at DTCC, 3) DPS's Performance Learning Center, 4) the Durham Literacy Center, and 5) the Life Skills Foundation.
- ▶ Implement citywide, coordinated efforts to reengage and follow existing and new youth from secondary program enrollment to living wage employment on a viable career pathway.

**GOAL 3:** Reduce financial, programmatic, and policy barriers faced by youth seeking secondary and postsecondary credentials.

**ACTIVITIES:**

- ▶ Identify and address financial, programmatic, and policy barriers for disconnected youth seeking secondary and postsecondary credentials.
- ▶ Develop a policy agenda to remove barriers to achieving the MID mission.
- ▶ Ensure that the voices of youth are included in the development of Durham's education-to-career system.

**GOAL 4:** Ensure that each youth understands the sequence of courses that lead to success in the career pathway of his or her choice.

**ACTIVITIES:**

- ▶ Implement the following three regional career pathways certified for the Durham Workforce Development Board by the NCWorks Commission in collaboration with the Business Engagement Team (BET): 1) Health and Life Sciences, 2) Information Technology, and 3) Advanced Manufacturing.

**GOAL 5: Evaluate partnership efforts to ensure successful and continued partner participation that leads to the success of Made in Durham.**

**ACTIVITIES:**

- ▶ Use data analytic techniques to establish baselines for MID measures and outcomes and establish a plan for regular tracking and reporting of these data.
- ▶ Use data analytic techniques to evaluate the success of MID interventions for *Durham Futures (DF)* students.

- ▶ Study the impact of career exploration and development planning on student achievement of educational and career goals.

**Alternatives**

The City Council could choose not to approve the MID contract. In so doing, this program will not be funded, and MID’s goals as per the Statement of Work may not be achieved.

**Financial Impact**

The contract for service with MID shall not exceed \$100,000.00. Per the contract with MID, payments will be made quarterly as follows:

- On or before October 31, 2017, an amount not to exceed \$25,000.00 may be paid subject to the terms of the contract with MID;
- On or before January 31, 2018, an amount not to exceed \$25,000.00 may be paid subject to the terms of the contract with MID;
- On or before March 31, 2018, an amount not to exceed \$25,000.00 may be paid subject to the terms of the contract with MID; and
- On or before June 30, 2018, an amount not to exceed \$25,000.00 may be paid subject to the terms of the contract with MID.

The MID contract supports the development of an education-to-work pipeline system for youth. The source of the funding is the Workforce Development General Fund, which was approved by Council during the 06/19/2017 City Council meeting. The MID contract is an expenditure that was budgeted as part of the Workforce Development General Fund. There are no ongoing expenses associated with the MID contract. There are no revenues associated with this item.

**UBE Summary**

This item is annual ongoing funding and was not reviewed by the Department of Equal Opportunity/Equity Assurance for compliance with the Ordinance to Promote Equal Business Opportunities in City Contracting.

**UBE Requirements**

No MSDBE or WSDBE goals were set. The workforce statistics for MID are as follows:

Total Workforce	5	
Total Females	3	60%
Total Males	2	40%
Black Males	1	20%
White Males	1	20%
Other Males	0	0%
Black Females	2.5	50%
White Females	0	0%
Other Females	.5	10%

**Attachment**

Proposed contract with Made In Durham to Support Business Engagement for Youth